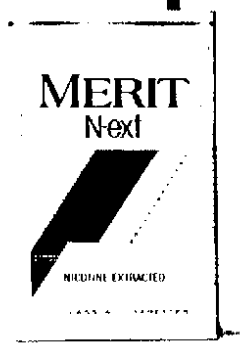
"They took caffeine out of coffee. Now Merit takes nicotine out of tobacco the same way."
Harold A. Jenkins
Project Manager
Philip Morris R&D
Richmond, Va.

Introducing Nicotine-Extracted™ Merit N-ext.

The taste is mild and enjoyable, yet 97% of the nicotine has been extracted by our all-natural N-E-X-T process, the same way caffeine is removed from coffee. Light up and enjoy this remarkable new cigarette. One puff will tell you we've taken away nicotine, but not smoking enjoyment.

Nicotine-Extracted tobacco. A solution with Merit.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine av per cigarette by FTC method

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ART NAME TEST-II

Source: https://www.industrydocuments.ucsf.edu/docs/qfmj0004